



## Tactical Selling Skills

Tactical selling skills are used mainly when there are a limited number of separate buying influences, the buying cycle is normally less than 120 days, and the uncertain or unknown factors are limited and of less significance.

Since the majority of our target customers fit into this category we focus on a tactical selling strategy. There are literally thousands of variations of effective tactical selling strategies but each consists of the core components: Contact, Qualify, Present, Close, and Grow the business.

Here is an example of a tactical selling strategy allow with each of its subcategories:

### **Contact**

**(Cold Call, Telemarketing, Seminar, Database Tools)**

**Are they prospects or suspects?**

### **Build Rapport**

**Show a genuine interest in the customer**

**Look around for clues**

**Ask questions, and LISTEN**

### **Uncover Needs**

**P Is there a problem?**

**I How important is it?**

**Q Can it be quantified?**

**C What are the consequences?**

**L Are they willing to look / listen to a solution?**

### **Qualify**

**Q. Does my product meet their need?**

**Q. Do they have the money?**

**Q. What is the urgency?**

**Q. Is there a bias?**

**Q. Is it worth my time?**

## **Present**

**Validate decision criteria**  
**Discuss how needs are met**  
**Leverage strengths**  
**Cost justification**  
**Position vs Competition**  
**Trial close**

## **Close**

**Answer objections**  
**Seek commitment**  
**Ask for the sale**

## **Follow-Up & Grow**

**Check level of satisfaction**  
**Repeat business**  
**References**  
**Reference sites**

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